

A user interface for use with a content items delivery apparatus and method which simulates the look and feel of a video rental store. Rental of the content items occurs within an online environment including one or more client computers and at least one network server
5 connected by a communications link to the one or more client computers. The method includes providing access to an online catalog stored within a memory of a network video server computer and displayed on a main website. The online catalog includes information regarding digital video signals available for rental from the network server computer. The digital video signals may be displayed as virtual video boxes on a virtual carousel or on virtual shelves. The
10 user may select a digital video signal and purchase a license to view the selected digital video signal based on an access level selected by the user.